# XO'S CONFERENCE
# JULY 2005

## CTO BRIEF

# AGENDA

- HS/CC Program
  -Review of SY-2005
  -Guidance/Info for SY-2006

- NROTC

UNITED STATES MARINE CORPS

# 6th MCD

SIXTH MARINE CORPS DISTRICT
NORTH CAROLINA • SOUTH CAROLINA • MISSISSIPPI • LOUISIANA
TENNESSEE • ALABAMA • FLORIDA • GEORGIA
PACESETTERS

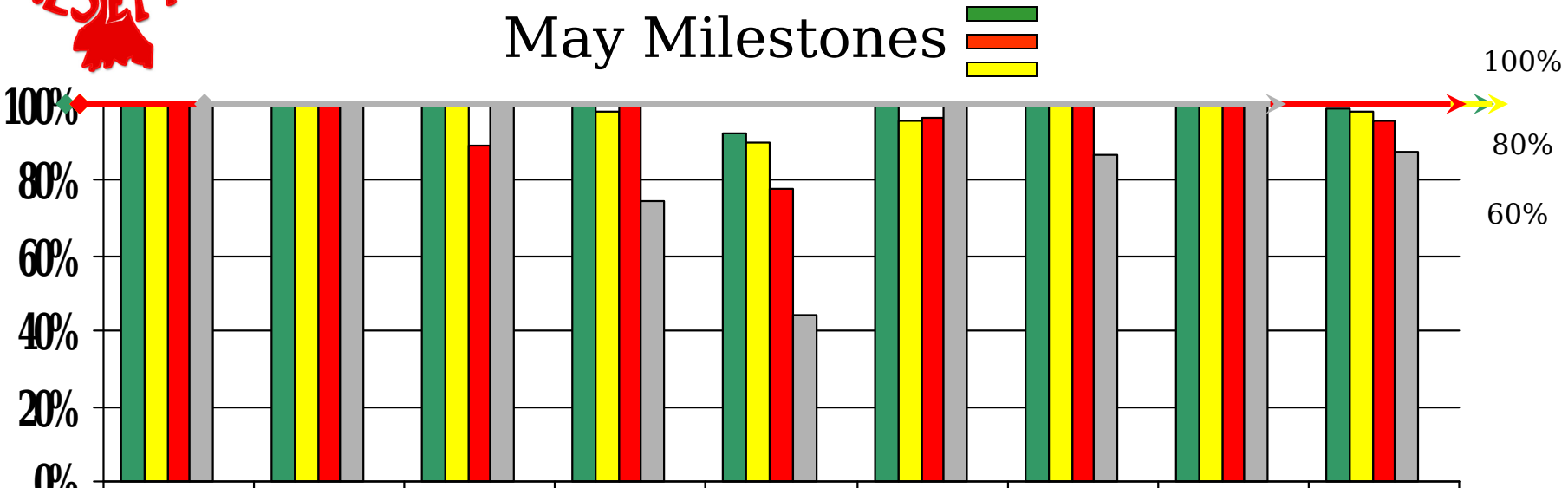
## IGH SCHOOL/COMMUNITY COLLEGE PROGRA
## (SY 2004 – 2005)

# 12 OBJECTIVES OF PROGRAM

- **Initial Visits**
- **1st Senior**
- **Keyman**
- **Lists**
- **ASVAB Testing**
- **Final Visits**
- **NROTC Talks**
- **Career Talks**
- **Band Talks**
- **Certificate Awards Program**
- **Instructional Video's**
- **Senior Contracts**

# Initial Visits

## May Milestones



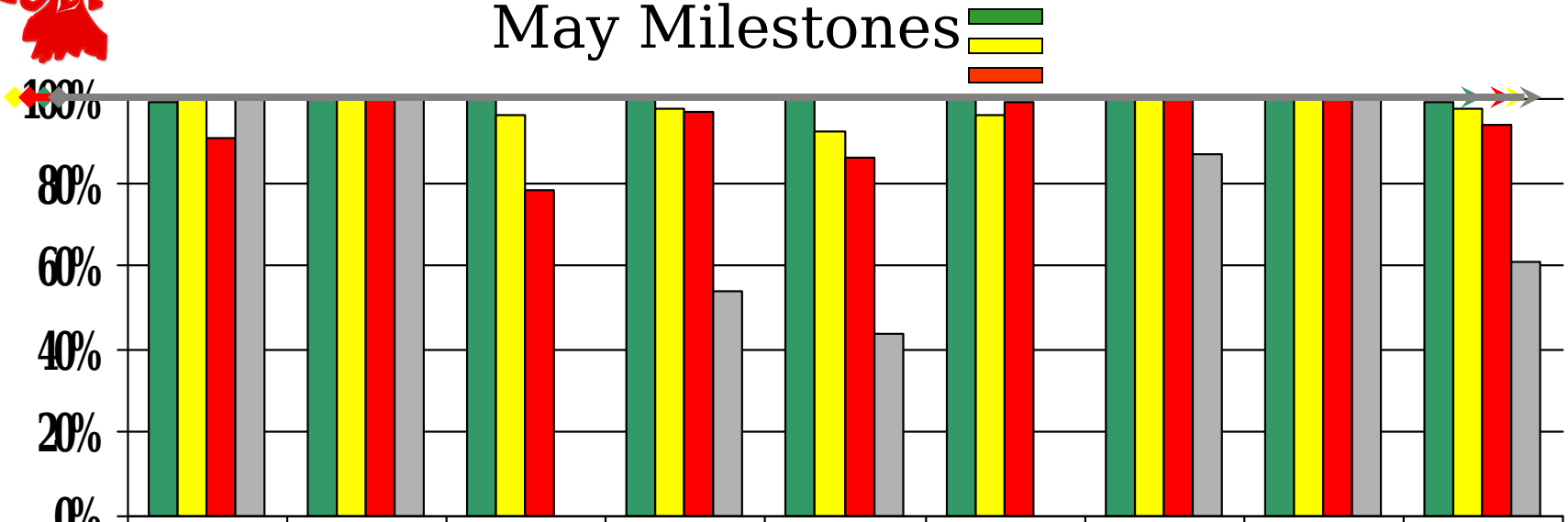

| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 100.00% | 100.00% | 100.00% | 100.00% | 93.00% | 100.00% | 100.00% | 100.00% | 99.00% |
| P2 | 100.00% | 100.00% | 100.00% | 98.00% | 90.00% | 96.00% | 100.00% | 100.00% | 98.00% |
| P3 | 100.00% | 100.00% | 89.00% | 100.00% | 78.00% | 97.00% | 100.00% | 100.00% | 96.00% |
| CC | 100.00% | 100.00% | 100.00% | 75.00% | 44.00% | 100.00% | 87.00% | 100.00% | 88.00% |

# INITIAL VISITS

- Early in year as possible.
- Proper preparation before visit.
- Set the stage for the school year.
- Verify info from Final Visit.
- Obtain info to complete Profile Sheet.
- XO must verify Profile Sheets.

# Senior Lists

## May Milestones



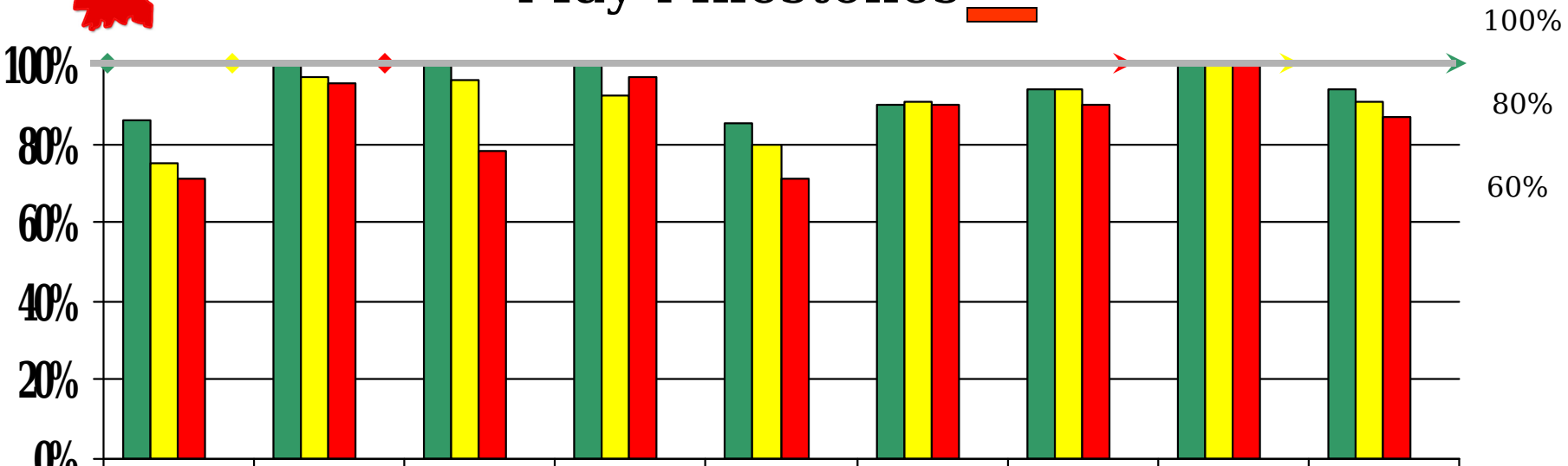

| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 99.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 99.00% |
| P2 | 100.00% | 100.00% | 96.00% | 98.00% | 92.00% | 96.00% | 100.00% | 100.00% | 98.00% |
| P3 | 91.00% | 100.00% | 78.00% | 97.00% | 86.00% | 99.00% | 100.00% | 100.00% | 94.00% |
| CC | 100.00% | 100.00% | 0.00% | 54.00% | 44.00% | 0.00% | 87.00% | 100.00% | 61.00% |

# SENIOR LISTS

- Used for our plan of attack!
- Do not accept not having a list for a Working School.
- Turn all lists in for RSNs.
- XO will maintain copies of all lists.
- Considered obtained once the XO has validated:
  - 90% of MHSSR
  - Contact info

# Junior Lists

## May Milestones



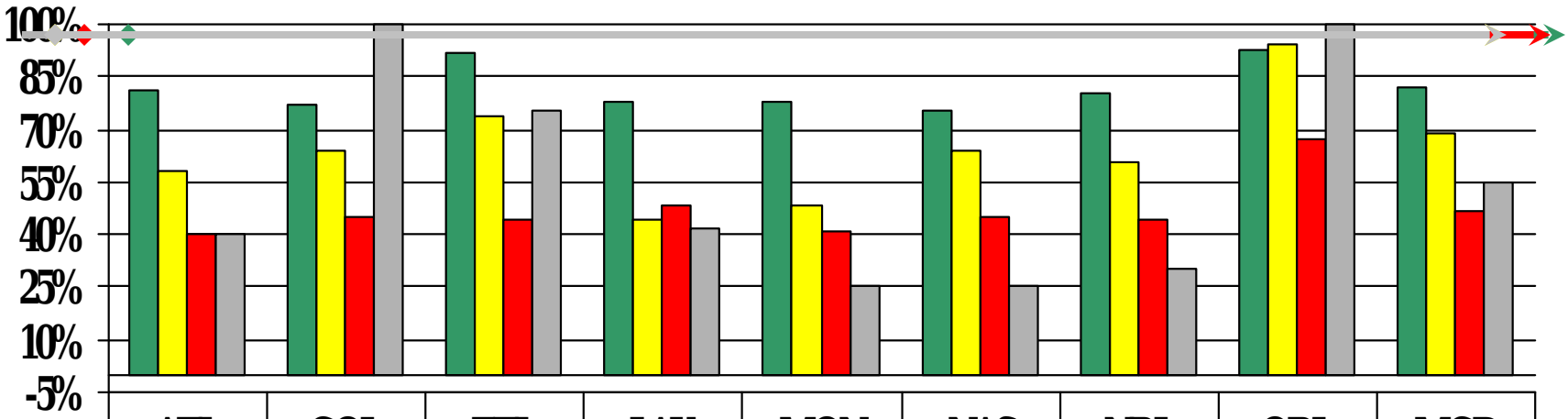

| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 86.00% | 100.00% | 100.00% | 100.00% | 85.00% | 90.00% | 94.00% | 100.00% | 94.00% |
| P2 | 75.00% | 97.00% | 96.00% | 92.00% | 80.00% | 91.00% | 94.00% | 100.00% | 91.00% |
| P3 | 71.00% | 95.00% | 78.00% | 97.00% | 71.00% | 90.00% | 90.00% | 100.00% | 87.00% |
| CC | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |

# JUNIOR LISTS

- Initial “push” for RSNs and PPC Program!
- Ensure systematic transition of canvassing students between school years.
- Always try to collect when obtaining Senior Lists.
- All lists turned in for RSNs.
- XO will maintain copies of all lists.
- 90% requirement?

# 1st Senior Contacts

## May Milestones



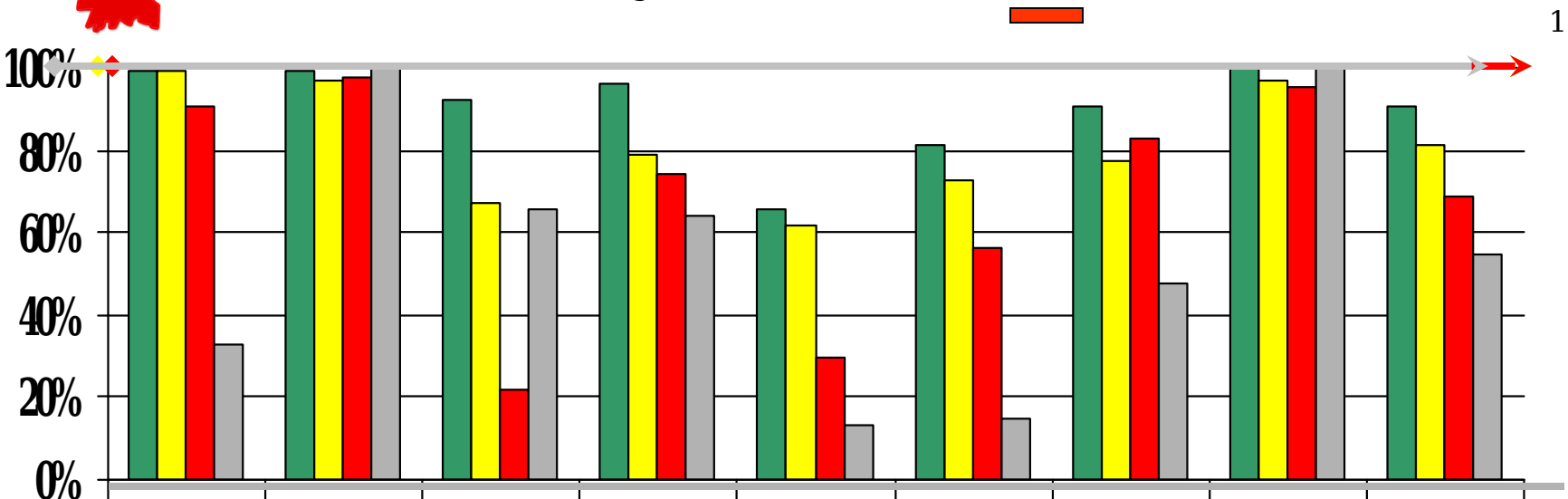

| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 81.00% | 77.00% | 92.00% | 78.00% | 78.00% | 75.00% | 80.00% | 93.00% | 82.00% |
| P2 | 58.00% | 64.00% | 74.00% | 44.00% | 48.00% | 64.00% | 61.00% | 94.00% | 69.00% | 
| P3 | 40.00% | 45.00% | 44.00% | 48.00% | 41.00% | 45.00% | 44.00% | 67.00% | 47.00% |
| CC | 40.00% | 100.00% | 75.00% | 42.00% | 25.00% | 25.00% | 30.00% | 100.00% | 55.00% |

# 1st SENIORS

- Represents first penetration of school.
- As early in SY as possible.
- Ideally well qualified… may become the Keyman.
- Valuable resource for referrals and other information on the school.
- Several 1st Seniors equal good horizontal penetration of the senior market.

# Career Talks

## May Milestones




| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 99.00% | 99.00% | 92.00% | 96.00% | 66.00% | 81.00% | 91.00% | 100.00% | 91.00% |
| P2 | 99.00% | 97.00% | 67.00% | 79.00% | 62.00% | 73.00% | 77.00% | 97.00% | 81.00% |
| P3 | 91.00% | 98.00% | 22.00% | 74.00% | 30.00% | 56.00% | 83.00% | 95.00% | 69.00% |
| CC | 33.00% | 100.00% | 66.00% | 64.00% | 13.00% | 15.00% | 48.00% | 100.00% | 55.00% |

# CAREER TALKS

- Serve to simulate interests in enlisting.
- Scheduled in advance.
- Formal presentation.
- Building a positive rapport, maintaining  a high profile on campus, and generation of good leads is the End state.
- Milestones establish the minimum requirement.

# What do you want as a Career Day Talk?

**7 Students who sign-up to talk just to get out of a class?**

**OR**

**Targeted Audience**

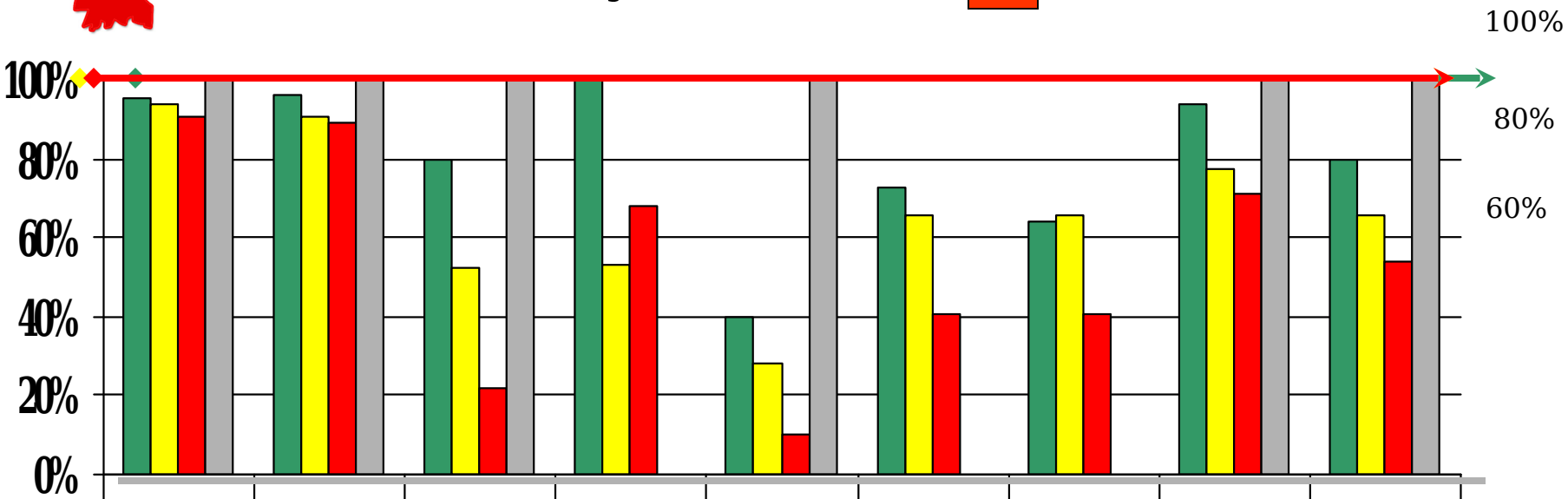
# Career Talk … Inflatable "O" Course

- **Lead the Daily 7**
- **Discuss Sports Program**
- **Physical Fitness Talk**

**10-15 minute Presentation prior to running course**

# Band Talks

## May Milestones



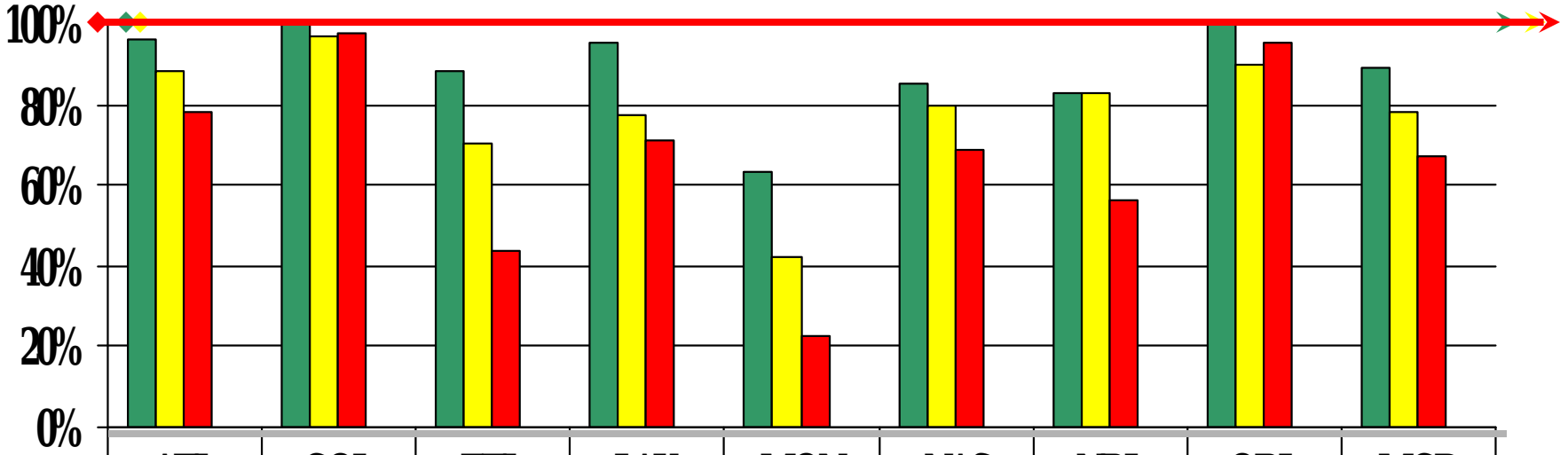

| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 95.00% | 96.00% | 80.00% | 100.00% | 40.00% | 73.00% | 64.00% | 94.00% | 80.00% |
| P2 | 94.00% | 91.00% | 52.00% | 53.00% | 28.00% | 66.00% | 66.00% | 77.00% | 66.00% |
| P3 | 91.00% | 89.00% | 22.00% | 68.00% | 10.00% | 41.00% | 41.00% | 71.00% | 54.00% |
| CC | 100.00% | 100.00% | 100.00% | 0.00% | 100.00% | N/A | N/A | 100.00% | 100.00% |

# BAND TALKS

- All bullets from Career Talks apply.
- Talks cover MEOP and other opportunities in the Marine Corps.
- No minimum number of musicians must show.
- Rare opportunity for otherwise untapped market.
- MTA is our valuable asset for this…

# Senior NROTC Talks

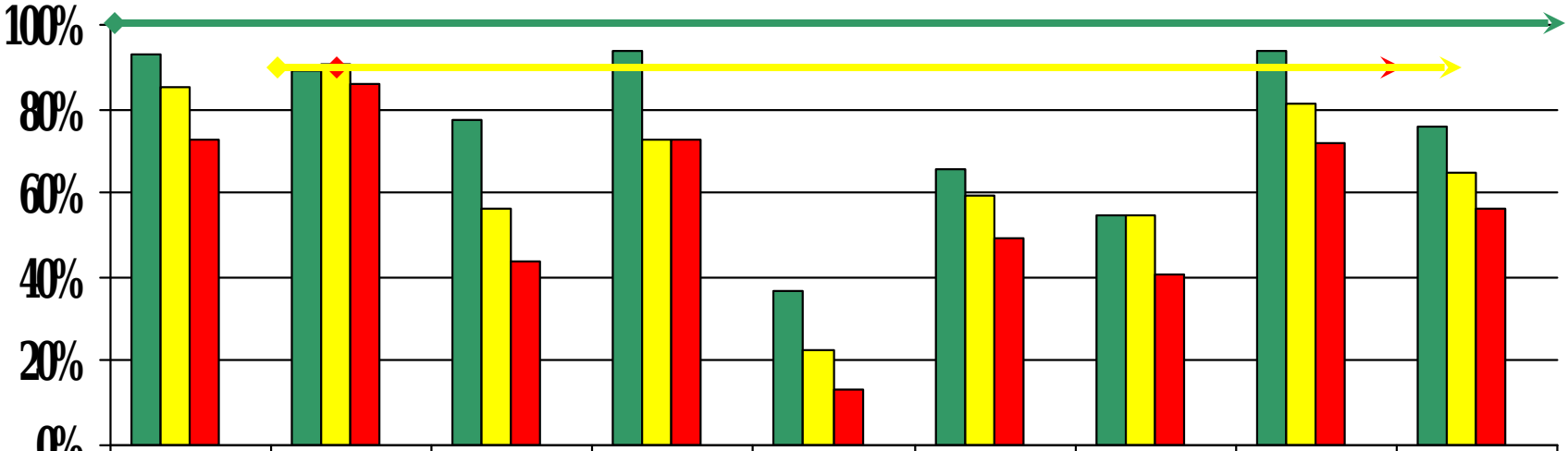
## May Milestones




| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 96.00% | 100.00% | 88.00% | 95.00% | 63.00% | 85.00% | 83.00% | 100.00% | 89.00% |
| P2 | 88.00% | 97.00% | 70.00% | 77.00% | 42.00% | 80.00% | 83.00% | 90.00% | 78.00% |
| P3 | 78.00% | 98.00% | 44.00% | 71.00% | 23.00% | 69.00% | 56.00% | 95.00% | 67.00% |
| CC | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |

# Jr NROTC Talks

## May Milestones




| | ATL | COL | FTL | JAX | MON | NAS | NRL | ORL | MCD |
|---|---|---|---|---|---|---|---|---|---|
| P1 | 93.00% | 89.00% | 77.00% | 94.00% | 37.00% | 66.00% | 55.00% | 94.00% | 76.00% |
| P2 | 85.00% | 91.00% | 56.00% | 73.00% | 23.00% | 59.00% | 55.00% | 81.00% | 65.00% |
| P3 | 73.00% | 86.00% | 44.00% | 73.00% | 13.00% | 49.00% | 41.00% | 72.00% | 56.00% |
| CC | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |

# NROTC TALKS

- Again, all bullets from Career Talks apply.
- May be the only "foot-in-door."
- Primary goal is to provide leads in the quality student market and …

  finding applicants for the NROTC program.

# NROTC Talks

**For a recruiter this is the hardest talk to plan**

- Uncomfortable with Program
- Not important to recruiter
- Never attended college
- Counselors lack interest
- "No one will qualify"

**May Require <u>XO's</u> Personal Involvement**

# SY-04 VS SY-05 Without CCs

| | SY-O4 | | SY-05 | |
|---|---|---|---|---|
| Int Visits | **99%** | | 98% | |
| Sen Lists | 94% | | **97%** | |
| Jr Lists | | 81% | | **91%** |
| 1st Sen | | 66% | | 66% |
| Jr NROTC | 55% | | **66%** | |
| Band Talks | 61% | | **67%** | |
| Career Talks | | **84%** | | 80% |

# SY-04 VS SY-05 With CCs

| | SY-04 | SY-05 |
|---|---|---|
| Int Visits | **96%** | 95% |
| Sen Lists | 74% | **88%** |
| Jr Lists | 78% | **91%** |
| 1st Sen | 52% | **63%** |
| Jr NROTC | 55% | **66%** |
| Band Talks | 64% | **67%** |
| Career Talks | 80% | 80% |

# GUIDANCE FOR SY-05/06

- Volume III, Chapter 5 (Part A)
- Appendix 17 to Annex C

# The High School/ Community College Program

- Your most important program.
- Key to your long term success.
- RS XO is the Program Manager.

# PROGRAM GOALS

- Establish rapport
  - Every school will be assigned a primary recruiter.
  - Good rapport will provide adequate access IOT carry out the POA!
- Gain Exposure
  - Marine Corps story gets full exposure.
  - Create a long lasting positive, attitude.

# PLANNING

- Comprehensive planning equals a comprehensive plan:
  - Follow time-line displayed on Fig 5-A-9 of the Volume III.
  - Include guidance, goals, objectives, and milestones.
  - Plan with the OPSO for senior contracting goals.

# PLANNING

- HS/CC Mater Plan.
- Properly aligning schools' status:
  - Anticipated results.
  - Ability to conduct the program.
- Assigning priorities to Working Schools:
  - MHSSR population minus college rate.
  - ASVAB pass rate
  - Past/potential results
  - Access

# MANAGING THE PROGRAM

- Keep the Command Group informed on weekly program status
  - Milestone achievement
  - Weekly senior attainment
  - Balanced prospecting
- Provide weekly feedback to SNOICs
  - Analyze reports with written comments.
  - Balanced Feedback provided in person or over phone.

# MANAGING THE PROGRAM

- The XO must be the leading and constant advocate of the program:
  - Senior contracting
  - Out month/year pool development
  - Participatory leadership of all Cmd Group Members and SNCOICs in the High Schools/CCs.

# Avoid the direct market!!!

**GENERAL WILSON INSPECTS RECRUITS AT P I**

# 4 Steps to preparing for the next years HS/CC Program

1. <u>INFORMATION GATHERING</u>
   - ID <u>ALL</u> HS/CC. (MEPCOM versus MCRISS versus update report)
   - Review HS/CC for changes. (Population, Closings, Consolidation, Relocations, New Openings)
   - Organize info onto HS/CC Profile Sheets by 15 June. (Every school, You keep a copy)
   - Check data for accuracy. (population, access, past productivity)
   - Determine assets available:

- Experienced NCOIC?
- New recruiters?
- Structure Change?

## Developing the HS/CC Plan

- CO's Milestones
- *School District's Plan*
- Past years results
- Changes in HS/CC Personnel

# 4 Steps to preparing for next years HS/CC Program

2. PLAN. Review previous year HS/CC profile sheets with the new profile sheets to develop strategy for:
   - Status
   - Type of Access
   - Priority

# STATUS, ACCESS, PRIORITY

- Status
  - Working, WK
    - Potentially productive school;
    - Active program will be executed.
  - Non-working small school, NW/SM
    - Small senior class, high college percentage, or low ASVAB pass rate.
    - Limited program.
  - Non-working/non-cooperative, NW/NC
    - Full program desired, but school does not allow recruiter access.

# STATUS, ACCESS, PRIORITY

- Access
  - Full access, F
    - No unreasonable limitations on recruiting activities.
  - Limited access, L
    - Restrictions placed on recruiting activities.
  - No access, N
    - Recruiters not permitted in the school;
    - No student contact during school hours.

# STATUS, ACCESS, PRIORITY

- Priority
  - Priority 1
    - Combination of factors indicate excellent results from recruiting efforts.
  - Priority 2
    - Combination of factors indicate good results from recruiting efforts.
  - Priority 3
    - Combination of factors indicate only sufficient results from recruiting efforts.
- Non-working (NW), Non-Cooperative (NC). <u>Not assigned priority.</u>

# 4 Steps to preparing for next years HS/CC Program

3. Develop Milestones

4. Complete MASTER PLAN Sheet
   - Total source document
   - 15 July
   - 15 August

# RS HS/CC PROGRAM COMPONENTS

- Profile Sheets
- CO’s Milestones
- Master Planning Sheet
- NCOIC Update Sheets
- Progress Reports
- Progress Analysis

# PROFILE SHEETS

- Maintain historical data on your schools.
- Provide the recruiter, NCOIC, & Command Group with critical information on each school.

# HS/CC MASTER PLANNING SHEETS

- Received by 15 June, with CO's Milestones
- Review and correct; must match HS/CC Profile Sheet.
- Develop new plan and submit by 15 July.
- New HS/CC MPS returned by 15 Aug; file in Profile Progress Book.

# HS/CC Update Report

| RSS_____<br>FROM_____<br>TO _____ | REPORT CHANGES ONLY | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ACCESS | STATUS PRIORITY | INITIAL VISIT | NROTC TALK | CAREER TALK | BAND TALK | LIST | 1ST SENIOR | USMC ASVAB | |
| | | | | | | | | | MONTH | # TEST |
| SCHOOL NAME/CODE | | | | | | | | | | |

- Provides NCOIC means of reporting progress to the RS.
- Submitted weekly 1 Aug - 30 Nov.
- Submitted monthly 1 Dec - 31 May.
- File in Profile Progress Book.

# HS/CC PROGRESS REPORTS

- Provides NCOIC feedback on progress of the program compared to the CO's Milestones.
- Generated from MCRISS*
- File in Profile Progress Book.

# PROGRESS ANALYSIS REPORTS

- Only one report for the RS. NCOICs provided a copy.
- Used by Program Manager to highlight areas of concern.
- Generated from MCRISS* beginning of each month. File in Profile Progress Book.

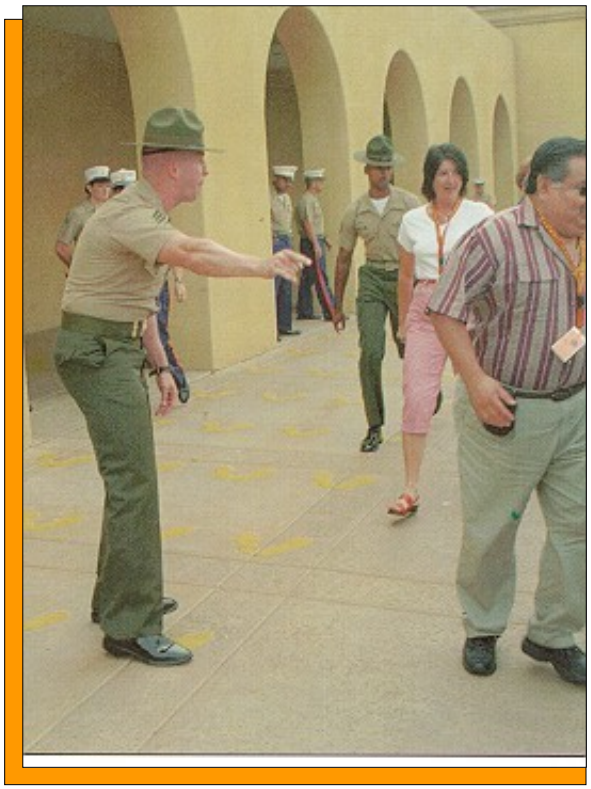
# ASSETS AVAILABLE

- Recruiter talents.
- Retired Marines.
- Local contacts.
- Command recruiters.
- NROTC Scholarship.
- Local Marine reserve.
- DOD testing program.

- MEOP
- Educator’s workshop.
- DI visits.
- Support materials.
- Reserve Support Officer.
- Center of Influence Functions.

UNITED STATES MARINE CORPS

# Educators Work Shop



**Many Educators need prior approval months in advance… Contact early at the start of the new year SY**

**Maximizing Applications:**

**Target Educators with NCOIC using Year Book**

**Contact Dept heads to solicit Educators they recommend**

**Presentation in teachers Lounge**

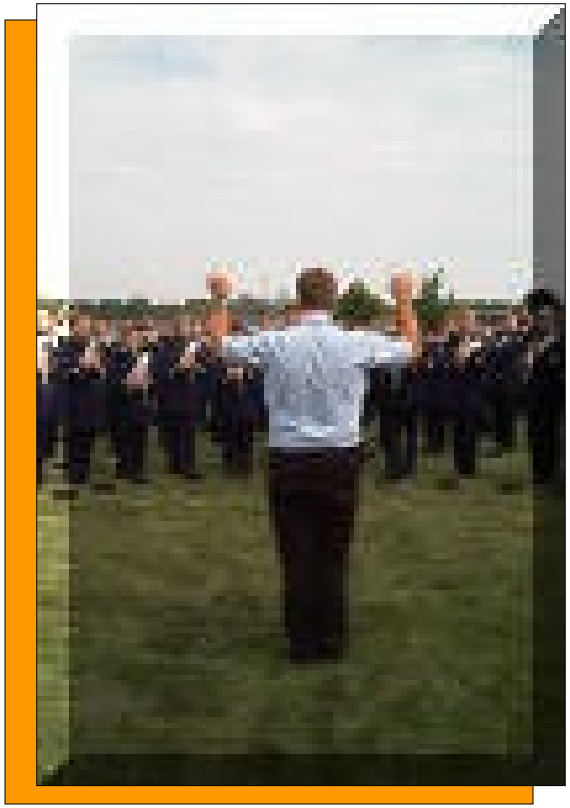
**Distribute invites to teachers mailbox- ( Professional Invite)**

**Email invite to selected teachers, School board & District Educators**

# Certificate Awards Program

The Marine Corps Awards for High School Students
Semper Fidelis Music Award
High school musicians embody many virtues that we, as Marines, admire. To help high schools promote recognition of achievements and sacrifices their musicians make, the Marine Corps provides the "Semper Fidelis Music Award." It's an award with tradition that dates back to the days of John Philip Sousa and his role in making the Marine Corps Band the premiere musical unit it is today – "The President's Own." The award need not be geared toward the top notch instrumentalist who may be receiving music scholarships, but can be used to recognize your competent musician who has shown yearly improvement, dedication and enthusiasm.
Distinguished Athlete Award
The Distinguished Athlete Award is another popular facet of our pro-

# Semper Fidelis Award



**Best time to meet Band Director is before the 1st class starts each day**

**Recruiters usually contact the Band Director via phone…**

**Some schools may have assistant directors or a traveling director assigned to multiple schools…**

**Are we talking to the decision maker?**

- **Jazz Band**
- **Symphonic Band**
- **Concert Band**
- **Marching Band**

# The Primary purpose of the HS/CC Program…

- *Generate quality contracts!*

# Questions?